

Community Involvement Committee on Greening
(Notes of the 17th Meeting)

Date and Time: 6 June 2025 (Friday) at 10:45 am

Venue: Conference Room 2, G/F., Central Government Offices, Tamar

Present

Chairperson

Mr Ricky LAU, JP

Posts

Permanent Secretary for Development (Works),
Development Bureau (“DEVB”)

Non-official Members

Dr Edmond CHENG Kam-wah

Miss Linda CHOY Siu-min

Miss Trazy KONG Lok-yi

Ms Venus KUK Wing-yee

Ms Grace KWOK May-han

Mr LAM Tak-shing, MH

Dr Louis LEE Shing-him

Dr TSE Wai-lok

Ms Florence TSUI Ho-fun

Ms Idy WONG Lai-yin

Official Members

Miss Pamela LAM, JP

Dr Samuel LAM

Deputy Secretary (Works) 1, DEVB

Senior Country Parks Officer (Technical Services), as representative of Agriculture, Fisheries and Conservation Department (“AFCD”)

Ms Louisa NGAI

Chief Landscape Architect/Headquarters, as representative of Civil Engineering and Development Department (“CEDD”)

Ms Mandy LEUNG

Senior Curriculum Development Officer (Moral, Civic and National Education) 1, as representative of Education Bureau (“EDB”)

Mr Terence TSOI

Senior Development Officer (Corporate Affairs), as representative of Environmental Protection Department (“EPD”)

Miss Mona YUEN

Senior Executive Officer (General), as representative of Home Affairs Department (“HAD”)

Ms Christine AU

Senior Landscape Architect/Tree Management and Horticulture, as representative of Housing Department (“HD”)

Ms Tina TAI

Chief Leisure Manager (Green Campaign), as representative of Leisure and Cultural Services Department (“LCSD”)

Secretary

Dr Kathy NG

Head of Greening, Landscape and Tree Management Section, DEVB

Absent with Apologies

Ir Linda HO Wai-ping

Dr Tony IP Chung-man, MH

Mr Warren LUK Hua

Mr WONG Chung-leung

In Attendance

DEVB

Miss Helen TSANG

Miss Angie AU YEUNG

Ms Vivian LEE

Mr Jason WONG

Head of Greening and Landscape Office

Head of Tree Management Office

Assistant Secretary (Greening and Landscape) 2

Assistant Secretary (Greening and Landscape) 3
(*Note-Taker*)

EPD

Mr Calvin LAU

Senior Project Officer

Action

1. The Chairperson welcomed Members to the 17th meeting of the Community Involvement Committee on Greening (“CICG”), and introduced the newly appointed Members in the current term.

Item 1: Confirmation of the notes of the last meeting

2. The draft notes of the 16th meeting, which was held on 3 October 2024, were confirmed without amendments.

Item 2: Matters arising from the last meeting

3. AS(GL)3 briefed Members on the suggestions received in the last meeting, which included expanding the use of hashtags and reels on social media, organising more greening activities to promote landscape and cultural features of open spaces, arranging youth-oriented greening activities, and promoting seasonal attractions such as autumn foliage. He said that details of the follow-up actions would be presented under Item 5 (CICG Paper No. 3/2025) of the meeting.
4. Senior Project Officer of EPD introduced EPD’s latest series of eco-products and offered to supply some products for government and non-profit making events.

Item 3 : Introduction of CICG (CICG Paper No. 1/2025)

5. H/GLO briefed Members on the membership and terms of reference of CICG, and the key community greening activities held during the last term.
6. The Chairperson thanked Members’ for their valuable suggestions that were useful in enhancing government’s promotion of the community greening activities to a wider audience.

**Item 4: Report of the Government's public education and community involvement activities in 2024
(CICG Paper No. 2/2025)**

7. AS(GL)3 briefed Members on the government's efforts in public education and community involvement activities on greening in 2024. Official Members reported on the following activities:

(i) CEDD had organised an outdoor music show at Long Valley Nature Park featuring nature-inspired musical instruments, such as hand flutes and kalimbas to build participants' experiential connections with nature;

(ii) LCSD had organised the annual Best Landscape Award for Private Property Development which was well-received in the property management industry;

(iii) HD had collaborated with kindergartens in public housing estates to organise horticultural courses for young children so as to nurture green lifestyle from childhood;

(iv) HAD had organised Green Building Management Activities in Kowloon City district, including street counters, briefing cum workshop, and visit to the EMSD headquarters to promote greening and environmentally friendly practices;

(v) EPD had conducted Yard Waste Workshops to publicise yard waste recycling;

(vi) AFCD had organised the Red Leaves Festival in Tai Tong, Tai Lam Country Park to promote appreciation of red leaves, nature conservation and hiking etiquette; and

(vii) EDB organised two student competitions in the 2024/25 school year, namely "People, Trees, Amity - Trees and Our Stories Photography-cum-Writing Competition" (Secondary Schools) and "In Harmony with Nature Drawing Competition" (Primary Schools) to raise students' awareness of environmental conservation and promote sustainable development. The competitions were well-received by schools.

8. A Member asked if there was any one-stop portal for government's greening activities and flower appreciation information. AS(GL)2 responded that "See GREEN, Go GREEN" in DEVB's Greening website <https://www.greening.gov.hk/en/community-outreach/see-green->

- go-green/index.html#j1_2 served as a one-stop portal for the public to access information on government's green attractions, activities, and new developments. GLTMS' Instagram also featured government green attractions. A Member emphasised the importance of picture-worthy flower appreciation spots in attracting public attention. Chief Leisure Manager (Green Campaign) of LCSD supplemented that flower appreciation information was also available on LCSD's website (www.fa.gov.hk). A Member suggested that GLTMS also promote greening activities by non-profit organisations, such as Kadoorie Farm and Botanic Garden. GLTMS
9. A Member suggested AFCD consider inviting artists to draw and capture the beauty of red leaves. Another Member noted the public welcomed information on appreciating red leaves and suggested strengthen publicity by using drones to capture stunning photos or videos for social media. A Member emphasised the importance of timely updates of flower and red leaves appreciation information. Senior Country Parks Officer ("SCPO") of AFCD thanked Members for their suggestions and supplemented that red leaves appreciation information was available on AFCD's website and social media. The Chairperson agreed that music, painting, and photography were effective tools for promoting greening initiatives. AFCD All to note
10. Regarding CEDD's outdoor music show in Long Valley Nature Park, a Member expressed concerns about the potential impact of music on wildlife and suggested that low-key activities would be more suitable for nature parks. The Chief Landscape Architect/Headquarters of CEDD explained the clarified that the music show was small-scale and utilised musical instruments made from natural materials, producing soft sounds to minimise disturbance. The SCPO of AFCD added that were conducted outside the conservation zones to ensure wildlife remained undisturbed. Another Member suggested that public open spaces in Kai Tak and West Kowloon would be good locations for community greening activities.
11. A Members commended the government's efforts in community greening activities and suggested that these initiatives be showcased at international conferences. The Chairperson and H/GLTMS agreed on the benefits of promoting Hong Kong's greening achievements on a global platform. It was noted that several professional bodies were planning to host international conferences in the coming years, which would provide excellent opportunities to highlight the government's initiatives.

12. A Member suggested that social media platforms such as LinkedIn and RedNote could serve as effective tools for publicity. She proposed the development of a common hashtag to be used by all local public and private organisations, aiming to enhance the promotion of greening activities and foster greater community engagement. GLTMS

Item 5: Discussion of DEVB’s urban forestry promotion campaign (CICG Paper No. 3/2025)

13. AS(GL)2 and AS(GL) 3 briefed Members on the activities of DEVB’s urban forestry promotion campaign. These included guided tours to green spaces, a Travelogue Contest, the Tree and Landscape Map, Tree Labels with QR Codes, and an RTHK TV programme. H/GLTMS further highlighted that interactive activities, such as plant identification and drawing exercises, were integrated into the guided tours to enhance the learning experience and make it more engaging and meaningful.
14. A Member mentioned that a KOL had recently developed a mobile game by utilising the Tree Labels QR Codes, and suggested GLTMS approach the KOL.
[Post-meeting note: GLTMS has contacted the KOL.] GLTMS
15. A Member suggested some promotional strategies: (i) to tailor made content to suit various target audience groups in social media platforms, (ii) to adopt a storytelling approach in guided tours of public parks in creating a more immersive experience, (iii) to include more interviews in the RTHK programme to better engage audience. GLTMS
16. A Member suggested further engaging schools in greening activities to increase student participation and sharing Tree Labels QR Codes information with schools. Another Member suggested incorporating urban park visits into extracurricular activities. All to note
17. A Member proposed the production of a video to showcase the government’s successful community greening activities. To ensure broad community engagement, he suggested promoting these activities through district organisations, leveraging venues managed by the Home Affairs Department (HAD), District Council (“DC”) members’ ward offices, and Owners’ Committees. This approach would help foster a greening culture GLTMS
All to note

at the household level. Additionally, he recommended promoting open spaces in Kai Tak and nearby promenades as attractions for both tourists and local residents. The Chairperson agreed that DC would be a valuable partner in promoting greening initiatives to households.

18. A Member commended the RTHK programme as an effective tool for promoting the government's greening initiatives. She proposed broadening the distribution of the programme's teaser through outdoor screenings at venues such as Zero Carbon Park and schools, as well as incorporating it into inflight entertainment. GLTMS
19. A Member recommended grouping activities under a "Greening Month or Season", which could generate greater impact. The Chairperson considered that this would be a viable option for future activity planning, taking into consideration the resources required. All to note
20. The Chairperson thanked Members for their suggestions and encouraged them to actively participate in the coming activities such as serving as judges in the Travelogue Contest. All to note

Item 6: Experience sharing on public engagement by CICG member (CICG Paper No. 4/2025)

21. Ms Idy WONG Lai-yin (CICG Member) presented the community involvement achievement of the Green Hub. The Chairperson thanked Ms Idy WONG Lai-yin for her presentation and encouraged Members to visit the Green Hub.

Any Other Business

22. With no further business to discuss, the meeting was adjourned at 12:40 pm.

**Greening, Landscape and Tree Management Section
Development Bureau
July 2026**